

24th ANNUAL



TORONTO

FRAUD AND ANTI-COUNTERFEITING CONFERENCE Sept 18-20, 2019

This program is eligible for 14 hours and 30 minutes of Law Society of Ontario Substantive Hours. This program contains 2 hours and 30 minutes of Professionalism Content. This program contains 30 minutes of EDI Professionalism Content.



Hosted By:

Lorne M. Lipkus

Kestenberg Siegal Lipkus LLP
Barristers and Solicitors

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Novotel Toronto North York
3 Park Home Avenue, Toronto, Ontario M2N 6L3
Tel: 416-218-3863

8:30am

Registration, Display Tables and Coffee



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Thank you to the following companies for sponsoring Health and Coffee Conference Starter and Breaks

AGent+ Solutions, Canadian Anti-Counterfeiting Network (CACN), INCOPRO and Continental Enterprises

9:00am to 11:00am

Round Tables: Group A 9:00am / Group B 10:00am

There is only room for approximately 15 registrants for each Roundtable so please secure your spot as soon as possible.

Group A Roundtable Sessions 9:00 am—10:00 am (60min)

- **Cross Border Enforcement:** Update and Benefit of a Central Intake Center: **Roundtable Leaders: Supervisory Special Agent Benjamin S. Lifsey**, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC
- **Cannabis in Canada:** How is your year going? Separating myths from facts: **Roundtable Leaders: Alison Hayman**, Partner and Co-Chair of the Intellectual Property Group, Cassels Brock & Blackwell LLP, Toronto, Ontario and **Det. Robert Whalen**, Toronto Police Service, 55 Division, Toronto, Ontario
- **Online Preventative Medicine:** Avoid fraudulent schemes, including Phishing attacks. Data breaches and learn why Bitcoin payments may be involved: **Roundtable Leaders David Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP

Group B Roundtable Sessions 10:00 am—11:00 am (60min)

- **Brand Protection Technologies- Overt, Covert and Forensic:** **Roundtable Leaders: Michael LeMieux**, Yellow Brand Protection, Boston, MA, USA: What is best for you? What exactly do the different technologies do and how do they apply to your overt, covert, and forensic requirements? How do they differ and how are they the same? Are you balancing your online versus offline enforcement needs? Ask the experts.
- **Online Investigation Best Practices:** What is old and new that works? **Roundtable Leaders: Denise Mosteller** Senior Manager, Brand Protection, Implus, Durham, North Carolina, USA **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP:
- **Data Breaches and Privacy Information:** Effect on Fraud Investigations: **Roundtable Leaders: Daniel Tobok**, CEO, Cytelligence Inc., Toronto, Ontario, **David Lipkus**, Partner, Kestenberg Siegal Lipkus LLP,
- **Counterfeit Medicines:** **Roundtable Leader: Dan Zsido**, National Education & Training Director with NADDI (National Association of Drug Diversion Investigators, St. Petersburg, Florida, USA): For less than \$500, an individual with ill intent can purchase a pill press and a counterfeit pill mold that allows them to turn cheap, easily available, unregulated ingredients into a six-figure profit. Criminals rely upon these pill presses to create deadly counterfeit medications with toxic substances such as cheaply imported fentanyl (analogs);

11:15pm to 12:00pm

Product ID: Presentations by Brands on Product Identification/Authentication Techniques

12:00pm to 12:30pm

WORKING LUNCH: Sponsored by Yellow Brand Protection



12:30pm to 1:20pm

**Opening Remarks and Keynote Addresses - Invited Speakers
Counterfeiting 2019—Where are we and where do we want to be?**

Host:

Lorne M. Lipkus, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Keynote Speakers:

- **His Excellency Claudio Taffuri**, Ambassador of Italy to Canada, Ottawa, Ontario
- **Supervisory Special Agent Benjamin S. Lifsey**, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC

1:20pm to 2:00pm

Counterfeit Medicines

This presentation objective is to provide awareness about Fentanyl, Fentanyl Analogs, Carfentanil, U-47700, counterfeit pharmaceuticals & other dangerous substances and provide an understanding of the dangers and preventive safe guards, examples of counterfeit pills and synthetic substances, drug distribution methods, narcotic costs vs. profits, supply vs. demand factors, fentanyl analogs and similar synthetic substances, counterfeit pill press devices and use, law enforcement fentanyl exposure incidents and potential life threatening hazards.

Moderator: Dani Peters, Alliance for Safe Online Pharmacies, Magnet Strategy Group, Toronto, Ontario

Panelists:

- **Dan Zsido**, National Education & Training Director with NADDI (National Association of Drug Diversion Investigators, St. Petersburg, Florida, USA):
- **May Cheng**, Partner, Osler, Hoskin & Harcourt LLP, Chair, Toronto, Ontario

2:00pm to 3:20pm

Borders: International, National and Local Cooperation to Keep the Flow of Counterfeits Out

Developing and maintaining partnerships to work with customs officers—what is working and what is not. How secure is your supply chain? How to initiate and maintain a border enforcement program. Panelists from different jurisdictions will provide insight and examples of the local and global effect that a good program has on brands and consumers. Panelists will discuss the different strategies they find effective. How best to share relevant information. Have you and are you able to “record” your trademarks and copyright?

Questions/answers as well as case studies will illustrate effective programs that work, the information that customs officers prefer to assist them in knowing what targets are the most desirable.

Moderator: Industry

Georgina Starkman Danzig, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Janice M. Bereskin**, Partner, Bereskin & Parr LLP, Toronto, Ontario
- **Adriana Barrera**, Barrera & Asociados S. Civil de R.L., Lima, Peru
- **Fabrizio Martinelli**, Guardia di Finanza Attaché – Italian Embassy Ottawa, Ontario
- **Daniel B. Hittner**, HSI Representative, Homeland Security Investigations, US Consulate General, Toronto, Ontario
- **Diana Karina Martinez**, Partner, Arochi & Lindner, México City, México
- **David S. Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

3:20pm to 3:30pm

Crime Stoppers - Dealing with Illicit Trade

Dave Forster, President of the Canadian Crime Stoppers Association, Toronto, Ontario

3:30pm to 3:45pm

Break & Trade Table Displays / Product ID

3:45pm to 5:30pm

Fraud Preparedness: Is Your Business/Workplace Safe from Fraudsters?

Protecting your business from Fraud: How to prevent phishing, online safety, physical safety within your office premises, education of staff to protect against fraudsters. What is whistleblowing? Don't be the victim of money laundering, proceeds of crime or the activities of organized crime or terrorists. How can you take steps to detect and prevent organized crime infiltration. (1.5 Approved Professionalism Hours)

- **Moderator: Cameron Field**, Manager, Special Initiatives and Training, Enterprise AML Office, BMO Financial Group, Toronto, Ontario

Panelists:

- **Daniel Tobok**, CEO, Cytelligence Inc., Toronto, Ontario,
- **Brian Augustyniak**, Director, 20/20 Information Inc., Toronto, Ontario
- **Brigeeta C. Richdale**, Partner, Cassels Brock & Blackwell LLP, Vancouver, British Columbia
- **Dwayne King**, Senior Manager Advisory Services, Grant Thornton LLP (Canada), Toronto, Ontario
- **David S. Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario



SILENT AUCTION

As in prior years through the generosity of many attendees and participants, there will be a Silent Auction where 100% of the proceeds are donated to a selected charity. This year we are pleased to be of help to

The American Red Cross

This donation enables the Red Cross to prepare for, respond to and help people recover from those affected by Hurricane Dorian.

5:30pm to 8:30pm

Conference Reception and Networking Event



Sponsored by the
Investigative Solutions Network Inc. (ISN)
and
Toyota Canada Inc.



Please join us for cocktails and hors d'oeuvres and a chance to meet other attendees and network



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8:30am to 10:00am**Online Fraud: Detection, Investigation, Enforcement and Ethical Issues**

Putting your online case together: Specialists will discuss the tips, tricks and techniques they use to find, deal with and reduce counterfeit sales online; preserve evidence, track sellers; locate physical addresses and make purchases. In addition, see how the expanding world of social media can be navigated ethically to help obtain key information. Understanding the availability and impact of the Deep Web and the Dark Web will further your anti-counterfeiting abilities.

Fraudsters target various payment methods; including, credit card and online accounts occurring on the internet through emails, websites or social media. The Canadian Anti-Fraud Centre, credit/debit card companies and others are leading the charge in partnering with private industry and others to make a difference. Cryptocurrency issues in the counterfeiting space; How do brands approach the online problems? (0.5 Approved Professionalism Hours)

➔ **Moderator: Melissa Tarsitano**, Kestenberg Siegal Lipkus, LLP, Toronto, Ontario

Panelists:

- ➔ **Gord Jamieson**, Head of Visa Canada Risk Services, Visa Canada, Toronto, Ontario
- ➔ **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- ➔ **Investigator**, Backlit Resource Group Inc., Toronto, Ontario
- ➔ **Spencer Yu**, Director, INCOPRO, San Francisco, CA, USA

**10:00am to 10:30am****Break & Trade Table Displays****10:30am to 11:00am****Product ID****11:00am to 12:00pm****The Cyber World and Counterfeiters:**

What can be done to better conduct online investigations. How to develop your case in order to provide a useful intelligence package for law enforcement. The increased use of mobile and computer based interfaces by brands and the impact of cyber related crime.

Keeping your business safe from cyber attacks. What to do to prevent them and what to do if you need help immediately!

Moderator: Casey Chisick, Partner, Cassels Brock & Blackwell LLP, Toronto, Ontario

Panelists:

- ➔ **Daniel Tobok**, CEO, Cytelligence Inc., Toronto, Ontario,
- ➔ **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- ➔ **David S. Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

12:00pm to 1:00pm**WORKING LUNCH**

Sponsored by

**Backlit Resource Group Inc. and
Epstein Drangel LLP**



1:00pm to 1:20pm**Canadian Money: The New Frontiers**

Bank of Canada, in partnership with the RCMP and the US Secret Service will provide an update on the current counterfeiting situation in Canada including up-to-date statistics and trends. Representatives will also share information on the polymer series bank notes in circulation and their impact on the fight against counterfeiting.

Moderator: Lorne M. Lipkus, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

- **Sgt. John McMath**, RCMP Financial Crime Counterfeit Coordinator (Ontario), RCMP, Milton, Ontario
- **Nish Vairavanathan**, Bank of Canada Representative, Toronto, Ontario
- **Special Agent in Charge, Robert Lamour**, United States Secret Service, US Embassy, Ottawa or
- **Special Agent, Tjamas Matthews**, United States Secret Service, US Embassy, Ottawa

1:20pm to 2:50pm ; 3:25pm to 4:15pm**Getting the Job Done—Who is Here to Help?**

Law enforcement and industry partnering together; Case studies will highlight some of the best and worst of this past year from various jurisdictions — on the ground, online and at the border. Innovations in brand protection and storing and destroying evidence.

Discover how some industries, organizations, agencies and others are tackling the increase in the manufacture, trade and distribution of counterfeits on the ground and over the internet, including the training available to acquire the knowledge and skills necessary to address the problem and how to build effective partnerships. What happens when unauthorized products, including grey market products enter the ecommerce marketplace and what can or should be done about it.

Preparing for computer crime and intellectual property prosecutions including obtaining and executing search warrants; testifying in court, seizing evidence and providing proper disclosure. What can law enforcement, prosecutors and industry do to help one another work together.

1:20pm to 2:00pm**Getting the Job Done—Who is Here to Help? Part 1**

Moderator: Paul Lomic, Lomic Law, Toronto, Ontario

Panelists:

- **Latika Mogla**, Operational Leader, Strategic Direction and Integration, Canadian Food Inspection Agency, Toronto, Ontario
- **Daniel B. Hittner**, HSI Representative, Homeland Security Investigations, US Consulate General, Toronto, Ontario
- **Edward Nagel**, nagel + associates, Toronto, Ontario
- **Greg Gard**, Investigator, Investigative Solutions Network Inc., Toronto, Ontario
- **Det. Robert Whalen**, Toronto Police Service, 55 Division, Toronto, Ontario

2:00pm to 2:50pm**Getting the Job Done—Who is Here to Help? Part 2**

Moderator: Georgina Starkman Danzig, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Charlotte Beaumatin**, Counsellor for Intellectual Property at the French Embassy of Washington, INPI, Washington, DC, USA
- **Supervisory Special Agent Benjamin S. Lifsey**, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC
- **Michael LeMieux**, Yellow Brand Protection, Boston, MA, USA
- **Brian J. Resler**, Assistant Deputy Chief - Litigation, Computer Crime and Intellectual Property Section (CCIPS), Criminal Division, U.S. Department of Justice, Washington, DC, USA
- **Mark Schonfeld**, Partner, Burns & Levinson LLP, Boston, MA, USA

2:50pm to 3:10pm

Product ID

3:10pm to 3:25pm

Break & Trade Table Displays

3:25pm to 4:15pm

Getting the Job Done—Who is Here to Help? Part 3

Moderator: Kerry Brownlee, Epstein Drangel LLP, New York, NY, USA

Panelists:

- **Paul Stella**, Manager - Collision Repair & Refinish, Toyota Canada Inc., Toronto, Ontario
- **Diego Cervieri**, Cervieri Monsuarez & Asoc., Montevideo, Uruguay
- **Susanne Teixeira**, Spin Master, Toronto, Ontario
- **Brieanne Scully**, Epstein Drangel LLP, New York, NY, USA

4:15pm to 5:30pm

Privacy issues and Interacting with Unrepresented Parties in Civil and Criminal Cases

Whether serving a Court Order, cease-and-desist documents or assisting law enforcement in the execution of criminal search warrants how should representatives of brands interact with counterfeiters and witnesses who were not represented by legal counsel? In addition to some best practices what are some pitfalls that should be avoided? Special considerations for dealing with individuals with English as a second language and how to be culturally sensitive. Understanding unconscious bias when dealing with self-represented individuals. The EU legal framework set out by the General Data Protection Regulation (GDPR) 2016/679 regarding Data Protection efficiency. (0.5 Professionalism Hours and 0.5 EDI Professionalism Hours)

Moderator: Ron Dimock, Partner, DLA Piper, Toronto, Ontario

Panelists:

- **Gil Lan**, Associate Professor, Law and Business Department, Ted Rogers School of Business Management, Ryerson University, Toronto, Ontario
- **Deborah Greaves**, Partner, Brutzkus Gubner Rozansky Seror Weber LLP, Woodland Hills, CA, USA
- **Angelo Matassa**, Data Protection Officer and 231/01 Compliance Expert Consultant, Rome, Italy

Moderator: Georgina Starkman Danzig, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Det. Robert Whalen**, Toronto Police Service, 55 Division, Toronto, Ontario
- **Investigator**, Backlit Resource Group Inc., Toronto, Ontario
- **Raymond G. Leclair**, Vice-President, Public Affairs, Lawyers' Professional Indemnity Company (LAWPRO®), Toronto, Ontario



5:30pm to 5:45pm

Product ID

6:15pm to 9:30pm

Annual Conference Reception

Sponsored by

Arochi & Lindner, Cytelligence Inc.

and

Kestenberg Siegal Lipkus LLP

Please join us for cocktails and hors d'oeuvres and a chance to meet other attendees and network

(At the residence of Terry and Lorne Lipkus)



Kestenberg Siegal Lipkus LLP
Barristers and Solicitors

DAY 3: Friday September 20, 2019

8:45am to 9:15am

Product ID

9:15am to 11:15am

Resources: Industry, Agencies & Organizations

The services and activities of industry, various agencies and organizations can be used to positively impact individual cases, legislation and proactivity involving counterfeits. From education to enforcement to partnerships and beyond—so much we can learn from each other.

Moderator: Georgina Starkman Danzig, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Nils Juppe, Liaison Officer**, Seized Property Management Directorate (SPMD), Public Services and Procurement Canada (PSPC), Ottawa, Ontario
- **John Anderson**, Chairman, The Global Anti-Counterfeiting Group London, UK
- **David S. Lipkus**, Chair, International Trademark Association (INTA), Canada Subcommittee of Anticounterfeiting Committee and Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- **Mark Schonfeld, Representative of Imaging Supplies Coalition (ISC)**, Partner, Burns & Levinson LLP, Boston, MA, USA

Moderator: Shane Hardy, Partner, Cassels Brock & Blackwell LLP, Toronto, Ontario

Panelists:

- **Sundeep Chauhan**, Vice President & Senior Counsel – Global Content Protection, MPAA/MPA-Canada and Past Chair of Canadian Anti-Counterfeiting Network, Toronto, Ontario
- **Dale Ptycia**, Ptycia Group Licensing, Ottawa, Ontario
- **Jeff Rojek**, Associate Professor, School of Criminal Justice, Director of the Center for Anti-Counterfeiting and Product Protection, (A-CAPP), Michigan State University, East Lansing, Michigan, USA

11:15am to 11:30am

Break & Trade Table Displays

11:30am to 12:00pm

Product ID

12:00pm to 1:15pm

Creative Tactics involving Fraud/Counterfeiting Cases

What are some of the additional methods and tactics that industry, law enforcement and others have been pursuing against counterfeiters and fraudsters? What to do while involved in a case and discovering there is a counterfeiting aspect. What are the latest trends in anti-counterfeiting education? What are the benefits to educating the public and others about counterfeiting issues?

Moderator: Lorne M. Lipkus, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Jack Meggetto**, Assistant Director of the Criminal Investigations Division, Toronto North, Canada Revenue Agency (CRA), Toronto, Ontario
- **Jeff Rojek**, Associate Professor, School of Criminal Justice, Director of the Center for Anti-Counterfeiting and Product Protection, (A-CAPP), Michigan State University, East Lansing, Michigan, USA
- **Jacob Mendelsohn**, Mendelsohn & Associates, P.C., Indianapolis, IA, USA

Continental Brunch Sponsored by

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1:15pm to 2:15pm

Product ID Panel

2:15pm

Closing Remarks

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